

ORDER



WAVY

Orders
Order / Rev: 205356
Alt Order #:
Product Desc: 9/24-9/30 KAINE FOR SENATE 2012
Estimate: 11937
Flight Dates: 09/24/12 - 09/30/12
Original Date / Rev: 09/13/12 / 09/13/12
Order Type: REG

Primary AE: WAVY National House
Sales Office: N-HOU
Sales Region: Nat

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	11	\$2,675.00	\$2,273.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	11	\$2,675.00	\$2,273.75	0.00
Totals	11	\$2,675.00	\$2,273.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	09/25/12	09/30/12	WAVY News @ Sunrise	CM	5a-6a	- 1- 11- -	:30	3	\$125.00	P4	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- 1- 11- -		3				\$125.00		0.00			
N 2	WAVY	09/29/12	09/29/12	Today Show Sa	CM	8a-10a	- - - - - 1-	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- - - - - 1-		1				\$250.00		0.00			
N 3	WAVY	09/24/12	09/26/12	M-F 4-5p	CM	4p-5p	1- 1- - - -	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1- 1- - - -		2				\$125.00		0.00			
N 4	WAVY	09/30/12	09/30/12	WAVY News 10 Sun 6p	CM	6p-7p	- - - - - 1	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- - - - - 1		1				\$150.00		0.00			
N 5	WAVY	09/27/12	09/27/12	M-F 7-730p	CM	7-730p	- - - 1- - -	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- - - 1- - -		1				\$300.00		0.00			
N 6	WAVY	09/24/12	09/24/12	Mon Hour 3	CM	10p-11p	1- - - - -	:30	1	\$700.00	P3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1- - - - -		1				\$700.00		0.00			

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Estimate: 11937
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 7	WAVY	09/30/12	09/30/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	-----1	:30	1	\$500.00	P3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----1	1		\$500.00		0.00					
N 8	WAVY	09/28/12	09/28/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	----1--	:30	1	\$150.00	P3	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	----1--	1		\$150.00		0.00					
Totals													11	\$2,675.00